

# Extraordinary Collection of Fall and Winter Merchandise

Every Department in the Store is Crowded with the best and most dependable Fall and Winter Merchandise and we are ready anxious for your inspection of the collection. We are not only prepared to show you Quality and Style, but give you values that will make your shopping with us profitable.

Look over this advertisement carefully and you will be convinced that we can supply your needs at a lower price.

## Low Prices Blankets

Buying early and in large quantities secured for us price concessions which enable us to offer blankets very low in spite of the advance.

Grey cotton blankets 45 x 72, per pair **50c**

Grey, tan and white cotton blankets 64 x 72, per pair **75c**

Grey, tan and white cotton blankets 60 x 76 good weight, per pair **\$1.00**

Grey and white cotton blankets 72 x 80, 3 lbs, per pair **\$1.50**

Heavy twill blankets 64 x 76, per pair **\$1.50**

Grey and white blankets, silk bound, 72 x 80, per pair **\$2.00**

Grey, white, red and fancy plaids in wool blankets, 72 x 80, per pair **\$4.00 to \$10.00**

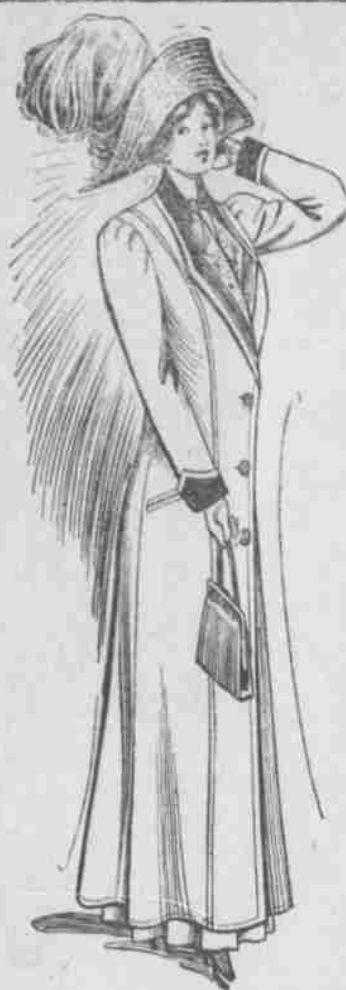
Crib blankets in a variety of patterns each **50c and 98c**

We are also showing a very attractive line of Comforts specially priced at **\$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50 and \$5.00.**

## Dress Goods

The popular shades for the Fall and Winter are being shown in our dress goods department in many cloths and in a wide range of prices, some of the most attractive are Irish Poplin, Jacquard Poplin, Mangalore Raye, these are the new things in cotton goods and come in all the best shades, per yard **25c to 39c**

In Woolens, Batiste, Serge, Broad Cloth, Panama, Satin Pique, Ottoman Poplin, Parathia, Crystal Shantung, Nette Cloth, Repine, Basket Weave, in your choice of shades.



## THE READY-TO-WEAR DEPARTMENT

There must be reasons for the growth of this department. It could not be a mere accident for people who buy Ready-Made garments expect much and are entitled to all they expect. Among other things, they want the newest styles, a large variety to select from, first class tailoring, a good fit and prices that are right. We meet all of these demands, thus the department continues to grow.

**Special Note**—We alter free of charge Suits, Coats, Skirts, giving you a satisfactory fit without any extra cost.

## Coats

The lovers of long Coats are surely having their inning this season for never in the history of coats has this style been so popular. We are showing some remarkable values and the fact that we have already sold as many as we usually sell by November 1st, is strong evidence that our styles are correct, and attractive.

We mention a few of them.

Long black coats, nicely tailored, cut by the latest patterns, plain and trimmed, tight and semi fitting at **\$5.00, \$8.50, \$9.50, \$10.00, \$12.50, \$15.00, \$16.50, \$22.50 and 25.00.**

Black Ostrich full length **\$15.00**

Black Caracul **\$15.00 to \$25.00**

Black Plush **\$25.00 to \$30.00**

Covert cloths in greys, tans, fitted and semi fitted. Fancy meltons, kerseys, serges, and ranging in prices from **\$5.00 to \$25.00.**

## Suits

Our Suits range in prices from **\$12.50 to \$35.**

including all the new styles, cloths and shades.

The illustration is an exact likeness of one of our

**\$15.00** suits. It has the same style and is tailored

as well as the higher priced ones. We would like to illustrate and describe all of the styles we carry, but as it is

impossible we ask you to favor the department with a call. You can feel sure that we will take pleasure in

showing you the entire line whether you are a buyer or not.



## Silks for Dresses and Waists

Have just received a large shipment of piece Silks for Waists and Dresses. Included are black Taffeta, black Peau de Soie, black Peau de Cene, black satin Dutchess, Peau de Cene in cream, cadet grey, resedu, pink, lavender, mauve and blue. Silk crepe in above shades. Grenadine Marquietta in white, prima dona satin, 36 inches wide in cream perle, grey and tan with a beautiful collection of persians and plaids combining the newest shade ideas.

## Special

Those who desire something beautiful and not expensive for evening dress will do well to see the moonlight silk and reception crepe we are showing. The colors are white, light blue, lavender rose, pink, olive and mauve. This is a pretty soft material and will make up to look like much more expensive goods, per yard **25 and 35c**

20 inch messaline and Peau de Cene in all colors except black, the \$1.00 grade, per yard **85c**

## Misses' and Children's Coats

We have provided for the Misses and Children with the same care as exercised for the older ones. For the Misses from 8 to 16 years we have for choosing many styles in Greys, Blacks, Blues, Reds and Tans. Very military in style are many of them. For the Children we are showing both the Cloth and Bearskin coats in the wanted shades and styles.

Prices for Children from **\$1.98 to \$5.00**

Prices for Misses from **\$3.50** and up

## Ladies', Misses' & Children's Sweaters

Realizing the popularity of Sweaters and the great increase in the demand for them, we went to one of the largest Eastern manufacturers several months ago and placed our order. By so doing we were able to get just what we wanted at the very lowest figures. You will make a mistake if you supply your needs before looking through our line.

## Shirt Waists

This line is unusually strong this fall, embracing the very best things from the largest Eastern Manufacturers. In the White Tailored Waist we are showing a beautiful quality in Linen Finish Material nicely tailored at **\$1.00 and \$1.50**

Pure Irish Linen **\$2.00, \$2.50 and \$3.00**

Fancy Black and White Striped Waist, good material for **\$1.00**

Thin Waist Lace and Embroidery Trimmed, from **75c** and up

Special attention is directed to our line of Silk Waists which includes, Blacks, Persians and a great variety in Plaids. It is a very unusual collection and you will say so when you see them

## Muslin Underwear

Every one who is at all familiar with our goods, knows our line of muslin underwear offers at all times the very best values possible. See this line.

## Petticoats

It is a mistake to think you can't get superior petticoats as well as other items. The cut and style of this garment is just as important as it is in the suit and coat and the values differ just as much. We want you to see our assortment

Black Petticoats, full cut and nicely made in attractive styles, at **\$1.00, \$1.50, \$2.00 and \$2.50.**

Silk Petticoats in colors and black **\$3.98, \$5.00 and \$7.50.**

Short knit under skirts, also Misses' Petticoats.

## FURS

This will undoubtedly be a great Fur season. Even at this early date we are having many inquiries for them.

This is another line we bought early, thereby getting the best styles for less money than the same goods can be bought for later in the season. The selection for you is large and will be easy if you do not wait too long.

Large sable coney pillow muffs for Ladies and Misses, each **\$2.00, \$2.50, \$4.00 and \$5.00**

Sable coney scarfs with large pillow muffs to match, set **\$5.00**

Sable coney Scarfs from **75c to \$3.00**

Muffs of Black China Lynx, Black Opossum, Jap Mink, Russian Mink, Isabella Fox and many others with the newest styles in neck pieces to go with them. In fact we are prepared to furnish you anything you may want in the Fur line.

Select early and get best choice. You may need them any minute.

## MEN'S WEAR for FALL and WINTER

This department is of interest to those who are looking for the best goods at the lowest prices. Notice the quotations below.

## Underwear

A good heavy fleeced lined garment, just the thing for work suits, priced unusually low at per garment **39c**

Medium weight cotton ribbed in ecru color, per garment **45c**

The old reliable cotton fleeces in ecru or blue, per garment **50c**

Heavy flat w... natural color, per garment **\$1.00**

Heavy weight... in scarlet color, per garment **\$1.25**

The very best... in buckskin color, **\$1.50**

Extra heavy... **\$1.50**

We are... **\$1.00**

Men's ribbed... **25 and 50c**

Boy's he... **25 and 50c**

ors and combinations: solid red, solid white, solid gray, grey with blue trimmings, grey with green trimmings and grey with tan trimmings, only **\$3.00**

A heavy all wool coat in solid grey well made and durable at **\$2.50**

Boy's fine wool coats in grey, red and grey with red trimmings, at **\$1.50**

A good coat for boys in above colors at only **\$1.00**

## Caps

We have just received our line of Winter Caps for Men and Boys and the assortment is complete.

A good variety of styles and kinds, at **25c 50c and \$1.00.**

## Neckwear

A large assortment of fine Neckwear in all the newest shades and patterns, at **45c**

A special showing of the latest in Neckwear for men and boys in all colors and designs, at only **25c**

## HAIR GOODS

Millinery department this season and the variety of shapes in hats called for styles in hair dressing and therefore we are showing a number of new styles. As follows:

16 puffs **\$1.50**, 21 puffs for **\$2.50**

29 puffs **\$3.00**, 30 puffs for **\$4.50**

Switches hair and made with three short stems, and are selling at the **\$5.00** for 24 inch switches, **\$4.50** for 26 inch switches, **\$6.00** for 28 inch

## Special

Long... limited amount, as long as it lasts 10 **99c**

## Special Rug Prices

For one week we will price room size rugs for less than they have been offered during any previous sale. Look over the list below and select yours early.

Remember if you are not ready to use one until later, buy during the sale and we will keep it for you. We mention only a few of them.

### On Sale Saturday, October 8

9 x 11 Velvet Rugs, 4 patterns, worth \$12.50 for **\$9.29**

9 x 12 Tap Rugs, 3 patterns, \$12.50 for **\$8.49**

9 x 12 Seamless Tap Rugs, sold in many stores for \$15.00 for **\$11.48**

9 x 12 Axminster, 9 patterns, worth \$20.00 and \$22.50 for **\$17.75**

9 x 12 Axminster, several patterns, in both Oriental and floral, worth \$25.00 for **\$19.48**

9 x 12 Velvet, worth \$20.00 for **\$15.48**

9 x 12 Mottled Axminsters, 2 patterns, worth \$17.50 for **\$14.48**

9 x 12 Center Axminsters, two patterns, worth \$20.00 for **\$15.99**

We are showing a great variety of smaller and odd sizes at special prices, also several styles in 10-6 x 13-6

## SPECIAL

One light blue and one green Wilton, both are beauties and are worth \$30.00, during sale, each **\$22.48**

## MILLINERY

The Fall and Winter Season of 1910 embraces such an extensive showing of shapes and styles in millinery that we find our stock is pleasing even to the most fastidious. Especial attention has been given to getting all the good style shapes possible, and we feel sure that we can show you just what you are looking for. The various shapes include large and small turbans, medium sized hats and large and even extremely large shapes, both in drooping and rolled brim effects.

You are cordially welcome in this department any time.

## The Basement

In connection with rugs, blankets and comforts which are mentioned in other places in this advertisement, the basement offers many items at money saving prices, we have not the space to mention more than the different lines which are tinware, enamel ware, china ware, glass ware, cutlery, cut glass, imported brass, haveland china, lace curtains etc.

## Visit "C" Department

The above department is a store within itself and one to interest the economical buyer. A small saving on each of a large number of items counts up more than you think. Some of the items in "C" are corsets, gloves, white goods, veilings, handkerchiefs, embroideries, laces, umbrellas, underwear, hosiery, ribbons, knit goods and all kinds of notions, hand bags, belt buckles, shirt waist sets, beauty pins, belts and a hundred other things used every day by every body.

## Staples Priced Low

This department is of interest to more people than any other in the store. Every one is compelled to have staples. For this reason we have always made special efforts to supply the needs of our patrons at the very lowest prices and we do not hesitate to say that the large patronage this department enjoys is due to a great extent to the values we give.

We ask those who want to make the dollar go farthest to get our prices on table linens white and colored, napkins, sheeting, muslins, shirtings, outtings in fancy and plain, cotton flannels, bed ticks, gingham, calicoes, crash and other items carried in this department.

## The Shoe Department

We have for the Fall Season the most complete line of footwear for Men Women and Children it has ever been our pleasure to show.

### For Women

Zeigler Bros. Philadelphia made and Queen Quality Boston made lines. Newest lasts and patterns ready to show.

Pat Kid, button, welt sole, Cravenette top, military heels **\$4.00**

Pat Calf, Mat Kid top, button, welt sole, tip toe **\$3.50**

Gun Metal Kid, button, welt sole, short front, wing tip **\$3.50**

Pat Kid, button, welt sole, Cravenette top, medium heels **\$3.00**

Pat Kid, Dull Kid tops, welt soles, medium heels **\$3.00**

### Special

Pat Mat Kid top, Bluecher, high heel, lace or button **\$2.00**

Patent, button, Cloth or Dull Kid tops, low heels **\$2.00**

Dongola Bluecher, pat tip, one half double sole **\$1.50**

Boy's and Girl's school shoes made of all leather and a great variety of styles.

## The Famous Walkover

### Line for Men

Pat Corong Colt Mat Kid top, welt soles, new high toe shape **\$4.00**

Bright Vici Calf Bluecher Mat Kid top, welt soles, new high toe last **\$4.00**

Vici Kid, lace, straight last, welt soles, tip toe **\$3.50**

Vici Kid, lace, plain toe, heavy and light, welt soles, comfortable low heels **\$3.50**

Pat Calf Bluecher, rope stitched, welt soles, Dull Kid top **\$3.00**

Gun Metal Bluecher, one half double soles, rope stitched **\$3.00**

Napa Calf Wearproof Shoes for hard service, Napa Calf uppers, double soles, plain toe **\$3.00**

Calf, seamless, good heavy bottoms, closed front **\$2.00**

## Calico Per Yard 5c

For six days we will sell Calicoes, in blues, greys, reds and light figured at, per yard **5c**

**Wilson-Fredendall**  
DRY GOODS COMPANY  
Lexington, Missouri